⅃ʌ ATARI®

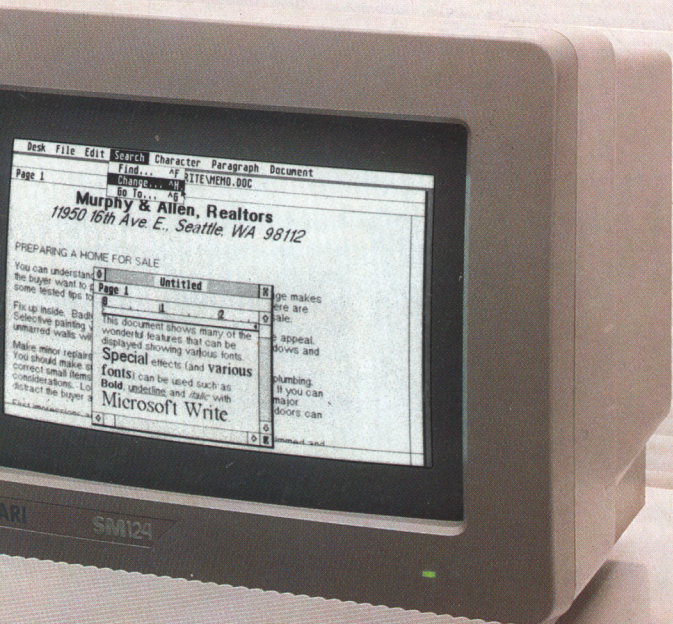## *Power Without the Price*™

At Atari, our promise to the customer is "Power Without the Price." Since the introduction of the ST™ Computer in 1984, Atari Corporation has been the only computer company to deliver on its commitment to the best computer at the most competitive price.

POWER

Atari believes that the commitment starts with computing power. ST Computers offer more raw computing power, more speed, more versatility, and better graphics than any other computer in their market.

Computing power makes the ST Computer easy to use. It is so intuitive and friendly that virtually everyone can sit down and start computing immediately.

Computing power also means results. Spreadsheets fly. Words fall into place. Pictures dazzle and come alive. And music soars. The Atari ST lets you work faster, smarter, and with more versatility than ever before.

With the ST series of computers, personal computing has gotten a whole lot better. When you combine power, intelligence, and productivity, you get computing at its best.

WITHOUT THE PRICE

Atari is also committed to bringing you computing power at a competitive price. With an ST Computer you pay less. A lot less.
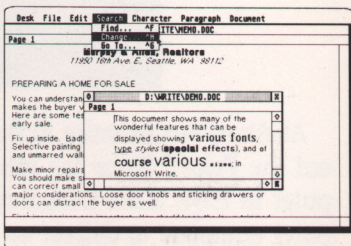
Atari believes in sound pricing principles—take the cost of manufacturing, add a reasonable profit margin, and you have a price that is both fair to the consumer

Powerful Software

The power of the Atari ST Computer means that software can really work for you. With the vast library of available software, you can choose programs from any of the standard software categories.

Word Processing

The Atari ST Computer has a word processing program to fit any need, for the student or the wordsmith. Combine the ST's high-resolution monochrome display with laser printer support and you have a system suitable for the most demanding professional environment.
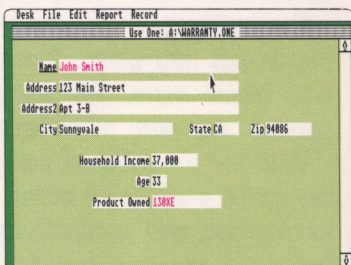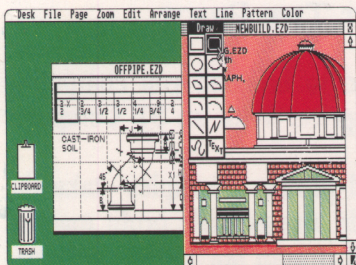
Spreadsheets

Computing power means number-crunching at its fastest. Just plug in the numbers and you're ready for financial planning, budgeting, or any accounting function. The ST is the accountants' and home managers' most personalized tool.

Database Management

From simple databases to complex data sorting comparisons, the ST handles relational databases, mailing lists, and filing systems with ease. The power and speed of the Atari ST are uniquely suited to this fundamental computer operation.
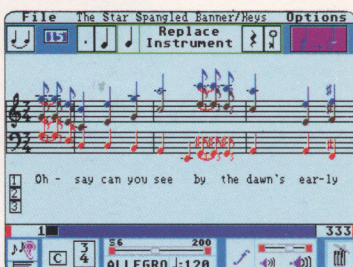
Graphics & Design

For artists, architects, and business people, the ST has the software to animate a picture, design a skyscraper, or chart your third-quarter profits. High-resolution graphics mean interactive page layout, dynamic design, CAD, and much more.

Music Composition

The ST Computer is the modern musician's instrument. With the ST's built-in MIDI port, amateurs and professionals involved with digital sound now have a low-cost, high-tech recording studio. Choose from hundreds of programs and start composing today.
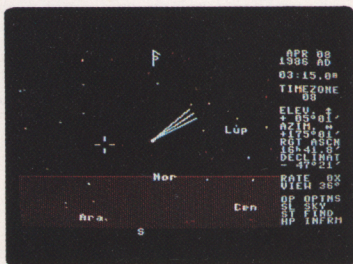

Entertainment

Atari invented computer entertainment. Hundreds of games are available, from adventure classics to flight simulations. The same technology that makes the ST a business person's assistant, makes it the supreme computer entertainment system.

Education

The ST Computer's low cost and high performance make it the educator's computer of choice. Take a look at the array of educational software, and place an ST into the classroom today.

COMPAR

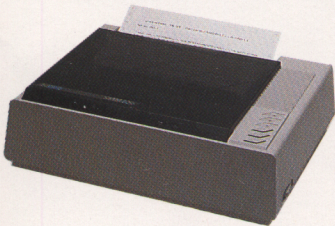| SYSTEM	COMPUTER			MEMORY	MASS STORAGE				
	Main Processor	Clock Speed	OS in ROM	Standard RAM	Disk Drive (Built-In)	Additional	Disk Capacity	Mono Resolution	Res
ATARI® 520ST™	68000	8.0 MHz	Yes	512K	Yes (1) 3 1/2"	Yes (1)	360K or 720K	640 x 400	640
Apple® Macintosh™ 512E	68000	7.8 MHz	No	512K	Yes (1) 3 1/2"	Yes (1)	800K	512 x 342	N
IBM® PC AT™	80286	8.0 MHz	No	256K	Yes (1) 5 1/4"	Yes (1)	1.2 MB	640 x 200	640
ATARI® 1040ST™	68000	8.0 MHz	Yes	1 MB	Yes (1) 3 1/2"	Yes (1)	720K	640 x 400	640
Apple® Macintosh Plus™	68000	7.8 MHz	No	1 MB	Yes (1) 3 1/2"	Yes (1)	800K	512 x 342	N

Powerful Peripherals

Peripherals let you expand your computing potential. Atari offers a full line of monitors, printers, storage devices, and modems.

RGB Monitor &
High-Resolution Monochrome Monitor

Atari monitors deliver video displays for all applications. The SC1224™ RGB Monitor flawlessly displays the ST's 512 colors for art and design work. The SM124™ high-resolution monochrome monitor offers state-of-the-art crisp and clear displays for word processing.

Dot Matrix Graphics Printer

The SMM804™ Graphics Printer combines print styles, character pitches, and column widths while supporting the ST Computer's high-resolution graphics mode. The SMM804 offers high-quality printing at a bargain price.

RISON CHART

DISPLAY						I/O					MIDI			BUNDLED SOFTWARE	
GB lution	Color Palette	Maximum Colors on Screen	Mono Monitor	RGB Monitor		Parallel	RS232 Serial	Mouse Port	Joystick Port	Hard Disk Port	MIDI Port (Music)	Sound Voices	Keys	OS	BASIC
x 200	512	16	12''	12''		Yes	Yes	Yes	Yes	Yes	Yes	3	94	Yes	Yes
I/A	N/A	N/A	9''	N/A		No	Yes	Yes	No	No	No	4	78	Yes	No
x 200	16	4	12''	12''		No	No	No	No	No	No	1	84	No	No
x 200	512	16	12''	12''		Yes	Yes	Yes	Yes	Yes	Yes	3	94	Yes	Yes
I/A	N/A	N/A	9''	N/A		No	Yes	Yes	No	No	No	4	78	Yes	No

Hard Disk Drive

The SH204™ 20 megabyte hard disk drive takes advantage of the ST's built-in, high-speed DMA channel (hard disk port). Data transfer (read/write) to and from the drive is virtually instantaneous. High-speed data transfers and 20 megabytes of disk storage all at an incredibly low cost.
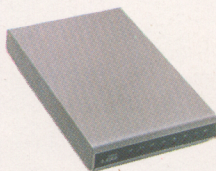
MicroFloppy Disk Drives

Save and protect all your data with Atari MicroFloppy Disk Drives. The double-sided SF314™ provides 720K of disk storage capacity; the SF354™ is single-sided, providing 360K of storage capacity.

Modem

The SX212™ Modem is your link to the world! This advanced modem lets your ST communicate via telephone line with other computers. It is two modems in one: low speed 300 baud and high speed 1200 baud. And it provides auto dial and auto answer features.

The Future

And there's more to come. More power, higher technology, and better solutions all combined with Atari's low prices. Atari is dedicated to the power of computing, dedicated to making your life easier. Look to Atari when you look to the future—and look for Power— Power Without the Price.

ATARI®

Power Without the Price™

and profitable for the company. Everyone profits when technology is used to produce high quality at a low cost.

Just because you pay less, don't think you're getting less for your money. Atari ST Computers come standard with TOS™, the operating system, GEM™, the windowing system, and, of course, the mouse.

Unlike most of the competition, all expansion capabilities are built into the ST. No video display or printer cards to buy. This computer comes equipped with everything you need.

Atari firmly believes in its commitment to "Power Without the Price." No fancy marketing programs, no expensive advertising budgets, just a hard-working, aggressive approach to business.

Atari always brings you the most computer at the lowest price.

PRICES

Computer _____

Color Monitor _____

Monochrome Monitor _____

Hard Disk Drive _____

Floppy Disk Drive _____

Printer _____

Modem _____

Software _____

Other _____

System Total _____

Dealer Added Value

☐ _____ Training

☐ _____ Customer Service

☐ _____ Extended Warranty

☐ _____ BBS

☐ _____ Promotions

☐ _____ Free Accessory Packs

☐ _____ Public Domain Software

☐ _____ Other

International
Software Catalog
from Atari

Winter 1987
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